



Media Contact:

Dan Matsch
CHaRM Manager
Mobile: 303-961-2683
Office: 303-444-6634 x 116

Marti Matsch
Communications Director
Mobile: 303-419-4676
Office: 303-444-6634 x 115

FOR IMMEDIATE RELEASE

For June 5, World Environment Day:

Eco-Cycle Initiates First Program in the U.S. to Recycle More Than 100 Types of Small Appliances, Launches Sustainability Magazine: The *Eco-Cycle Guide*

Boulder County, CO (June 1) — In celebration of the United Nation's World Environment Day on June 5th, and in support of its theme this year of *Green Economy: Does it include you?*, Eco-Cycle announces two new programs to help green our local Boulder County economy and community.

Beginning June 5th, the Eco-Cycle CHaRM (Center for Hard-to-Recycle Materials) will recycle small battery- and electric-powered appliances like coffeemakers, vacuums, toasters, irons, space heaters and more than 100 others. This new program is the first of its kind in the U.S.! The CHaRM started recycling appliances with more than 50% metal as scrap metal in August 2011. This new program allows us to accept many more appliances for recycling that may contain mostly plastic. The plastic and metal from these small appliances will be recycled and ground up to become raw materials that are then used to manufacture new, recycled goods. Whenever possible, Eco-Cycle partners with local companies that make recycled goods to support both local green businesses and the local green economy. (See next page for pricing and guidelines for which materials are or are not accepted.)

Eco-Cycle is also debuting its new annual magazine, the ***Eco-Cycle Guide: Your Resource to Living an Eco-Lifestyle and Building a Sustainable Community***. Inside, you'll find the much-requested, most up-to-date single-stream recycling, composting and trash guidelines; the top 5 trashiest items to always avoid and the top 5 reusable items for an eco-friendly life; a long list of recovery facilities; FAQs and much more. The guide also provides a full overview of the sustainability goals Boulder County is working toward as a community and how every sector can participate. It has replaced Eco-Cycle's 35-year-old newsletter, the *Eco-Cycle Times*, and is a must-read for anyone wanting to help make our community greener and our lives more sustainable. Read the guide online at www.ecocycle.org/ecocycleguide and look for a hard copy in your mailbox. More than 22,500 copies have already been distributed door-to-door in Boulder County neighborhoods through the Eco-Cycle Eco-Leader Network, and another 22,500 will be distributed in Boulder County stores, cafés and restaurants throughout June.

Eco-Cycle has debuted yet another one-of-its-kind program: The new www.ecocycle.org! It's where you'll find everything you need to know to recycle, compost, reduce, reuse and live as sustainably as possible in Boulder County. Plus, it has a fresh new look, easier navigation, and new ways to take action for a healthier planet. The website received over 30 million hits in 2011 and provided useful information and tools to more than 60,000 visitors each month. More than 15% of website visitors were from outside the U.S. and Canada.



Learn more about Eco-Cycle and the CHaRM facility, as well as what happens to the small appliances recycled at CHaRM, at www.ecocycle.org.

World Environment Day is an annual event that is aimed at being the biggest and most widely celebrated global day for positive environmental action. It began in 1972 and has grown to become one of the main vehicles through which the UN stimulates worldwide awareness of environmental issues and solutions, and encourages political attention and action. Learn more about the United Nations Environment Program's World Environment Day at www.unep.org/wed.

(see below for CHaRM small appliances recycling guidelines)

Eco-Cycle CHaRM

Center for Hard-to-Recycle Materials | 5030 Pearl St. Boulder, CO | Open Mon – Sat, 9am – 4pm | www.ecocycle.org/charm

Small Appliances Recycling Guidelines

Accepted: All small appliances that are electric- or battery-powered (meaning they either contain batteries or have power cords)

Not accepted: Please no vacuum bags or glass (coffee pots, glass blenders, glass microwave plates, etc.)

Prices:

Items that are 50% metal or more: NO CHARGE. Includes microwaves, pots and pans, toasters, etc. These items will be recycled with our existing scrap metal program. **These items do not have a flat \$3 CHaRM facility fee** – scrap metal is not considered a “hard-to-recycle” item.

NEW PROGRAM: Small appliances that are more plastic than metal: Our flat CHaRM facility entrance fee of \$3 applies to these hard-to-recycle items, in addition to the fees outlined below. These fees help us cover the costs we incur for processing these materials, which are similar to the complex processes used to recycle electronics.

1. **Handheld: \$1.** Handheld gadgets designed to be held in one hand such as a walkie-talkie, electric toothbrush, blow dryer, curling iron, handheld electric mixer, electric knife, DustBuster, etc.
2. **Small: \$2.** Up to the size of a standard slow cooker, including a standard coffee maker, coffee grinder, upright blender, food processor, clock radio, small fan, etc.
3. **Medium: \$4.** Up to the size of a standard upright or canister vacuum, including a big plastic room fan, portable swamp cooler, etc.
4. **Large: \$8.** Any other item that weighs more than 13 pounds that could be called a small appliance, such as a shop vac or carpet steamer.
5. **X-Large: \$0.30/lb.** All other small appliances with plugs or batteries that weigh more than 20 pounds.

OVER



LARGE APPLIANCES already accepted at the CHaRM:

Large appliances without Freon® like dishwashers, ovens, washers, dryers and other items that are more than 50% metal. These scrap metal items are recyclable at the CHaRM at NO CHARGE.

Large appliances WITH Freon® like air conditioners, refrigerators and freezers: \$15 to cover the costs of safely removing the Freon® before recycling, according to state law.

###